

New York Tribune.

First to Last the Truth: News, Editorials, Advertisements.

TUESDAY, NOVEMBER 17, 1914.

Owned and published daily by The Tribune Association, a New York corporation. Ogden M. Reid, President; G. Verne Rogers, Secretary and Treasurer. Address Tribune Building, No. 154 Nassau St., New York.

SUBSCRIPTION RATES.—By Mail: Postage Paid, outside of Greater New York.

Daily and Sunday, 1 mo. \$ 25 Daily only, 1 month \$ 25

Daily and Sunday, 1 year \$ 300 Daily only, 1 year \$ 300

Sunday only, 6 months \$ 150 Sunday only, 1 year \$ 150

FOREIGN RATES.

DAILY AND SUNDAY CANADIAN RATES.

One month \$ 40 One month \$ 40

One year \$ 400 One year \$ 400

SUNDAY ONLY DAILY ONLY

Six months \$ 300 One month \$ 300

One year \$ 400 One year \$ 400

DAILY ONLY SUNDAY ONLY

One month \$ 200 One month \$ 200

One year \$ 2400 One year \$ 2400

Entered at the Postoffice at New York as Second Class Mail Matter.

You can purchase merchandise advertised in THE TRIBUNE with absolute safety—for if dissatisfaction results in any case, THE TRIBUNE guarantees to pay your money back upon request. No red tape. No quibbling. We make good promptly if the advertiser does not.

The Tribune's New Service Leads the Newspaper World.

The Tribune to-day takes a big step forward in the interests of its readers. It guarantees them absolutely against loss or dissatisfaction through the purchase of any wares advertised in its columns. If you don't like what you buy you get your money back promptly, either from the seller or from The Tribune. We believe in our advertisements. We mean to print only advertisements we can believe in. And we stand ready to back with our own money whatever we permit advertisers to say in our columns.

We are not content merely with clean advertising columns, though ours are the cleanest in the city. They have been made so by the resolute barring from our pages of everything in any degree questionable, without regard to loss of advertising revenue.

We want to do something bigger and better than anything any other daily paper has ever dared to do. We want to lead the way into the brighter future when the public will give full faith and credit to what merchants say in the press about their wares. So we give to our readers such a guarantee as no other daily newspaper has ever given. Nothing further in the way of assurance is possible. You don't have to show a loss; you merely have to be dissatisfied in order to get your money back.

Out of our armory of defences goes the comfortable old doctrine of *caveat emptor*, that favorite refuge of the newspaper whose hands are full of not over-clean advertising revenue. *Caveat emptor* is the strict letter of the law, but we shall never retreat behind it. In practice it means that the reader takes care while the newspaper takes the money. Under our system he does not have to take care. We will do the taking care for him.

We look into the standing and character of the advertiser. In case of doubt, we examine the goods offered. We use every precaution man can use that trickery and deceit and misrepresentation shall not enter into the transaction. And it is sound economy for us to do this work, instead of leaving it to be done by our more than 73,000 readers. We can do it better than they can. One investigation by us will replace 73,000 investigations by them. That is in the line of progress. The task of investigation is, moreover, a public service. Accordingly we welcome it.

We welcome it all the more because we believe our policy of having a single standard of truth for news, editorial and advertising columns is the only right policy. Our motto—**First to Last the Truth: News, Editorials, Advertisements**—carries its unmistakable message to the world. It does not embody a new practice. We merely extend and emphasize our old practice by offering to back with money that portion of our paper for the printing of which we receive money.

A Searching Investigation Needed.

The issue between District Attorney Crosey of Kings County and certain judges in that district is vitally important. He charges generally that there are "hand-picked" judges unfit to hear some cases because of bias. He charges specifically that Justice Marcan, without power to law, emasculated an indictment in the Grout case, and that Justice Scudder, having previously expressed an opinion contrary to facts which showed him to be biased in Grout's favor, granted leave to the latter to inspect the minutes of the grand jury. These allegations go deeper than the matter of bias; they constitute charges of judicial lawlessness, and nothing could be more dangerous, not even the lawlessness of the mob.

It is well the Brooklyn Bar Association has undertaken to investigate the matter. It should be understood at the outset that this is to be an investigation of both sides, not one. These judges

are honored in the community; so is Mr. Crosey—for long and faithful public service. Too much care cannot be exercised in selecting the committee to do this work. Its members should be able, fearless, and, above all, capable of realizing that a judge is merely a human being, a public servant deserving of honor only so long as he actually serves the public, and no more sacred than any other individual whose name is on the public salary list.

When the Oregon Steams Through Panama.

There may be an incongruity in President Wilson's formally opening the Panama Canal from the deck of a battleship. With his pacific instincts and almost contemptuous attitude toward matters of war, a vessel of peace would seem more appropriate. Yet the public demand that the Oregon head the procession is right and admirable, and there cannot be a question of the prime purpose and necessity of the canal. The military pageant now announced for next March, carrying the President through the canal and on to San Francisco, gives the right note to the celebration of our greatest national achievement.

When the old Oregon leads all her proud successors over the divide, Americans will hark back some sixteen years to the anxious spring of 1898. Then the Oregon was in her prime; but she was built on the west coast, and there she was in the hour of need. Her trip through the Strait of Magellan in sixty-eight days from San Francisco to Key West was a magnificent record, and, as it happened, it brought her to the battleground in time. But the moral was plain and the immeasurable value of an isthmian canal was brought home in a fashion Americans could never forget. As the Oregon climbs through Culebra from sea to sea in a matter of a few hours, the circle will be complete and the lesson will be written for all the world to read.

Dollars Versus Dignity.

The aldermen will have re-presented to them to-day a chance to save about \$25,000 for the taxpayers each year in a manner which will hurt nothing but a little official pride—false pride, at that. This chance is embodied in the resolution to cut out engraved or die-stamped stationery. It was sent back to the committee which sponsored it by a vote led by Mr. McAneny and the borough presidents, who were backed by the solid Tammany delegation.

Mr. McAneny, theborough presidents and Tammany may not be alive to the value of \$25,000 this year, contrasted with official dignity, but the taxpayers are. Moreover, Mayor Mitchel, having inspected specimens of lithographed and printed stationery used by banks and great industrial corporations, is said to be entirely reconciled to printed letter heads for use in his office. If his dignity will not suffer from giving up expensive engraved letter-heads, surely any minor official's will survive their loss. The resolution ought to be adopted.

Good Times Getting Ready to Come Back.

Everything points now to a sweeping revival of business confidence. The deadlock in trade and industry which followed the outbreak of the European war has at last been broken.

In yesterday's news two events stand out. One was the reopening of the cotton exchanges here and in New Orleans. The other was the inauguration of the new federal banking system. Two powerful steady influences were thus applied to business, encouraging those who have been marking time since August 1 to believe that activities of all sorts may be resumed with comparatively little danger.

Other influences have contributed to lift the embargo under which trade has stagnated. The foreign exchange situation has been cleared up.

Sir George Paish's visit here has had the effect of straightening out the difficulties in the way of a cash settlement of our balances with Great Britain. Arrangements have been made to meet all our accruing obligations without seriously depleting American gold reserves.

Since we are to settle a large part of our foreign account in the persons who, just ahead of me in line, had trouble in finding coins with which to buy subway tickets. Of nine men, eight stood aside so as not to delay those behind them; of eleven women, none stood aside. I'm a woman suffragist, but it's because I am hopeful women will know how to vote a ticket better than they know how to buy one.

ELGRAY.

No. And It May Have Occurred to You Until

You Read It in B. L. T.'s Column in

the Chicago Tribune.

Sir: Re "Day-Spoilers," did it ever occur to you that our most popular national anthem begins with that conspicuous Americanism, "Oh, say?"

DANTE.

We are in concord with F. S. C., whose day is spoiled by "mutual friend."

ANNE.

PET NAMES.

When frost is on the hips and haws,

My coat is hardly warm enough;

I call the wrap Ambition, 'cause

It should be made of sterner stuff.

THE STATE AS MOTHER-IN-LAW

Muzzles for Mosquitoes and Other Pertinent Problems.

To the Editor of The Tribune.

Sir: The simple expedient of muzzling, vigorously applied to cats and dogs alike, will surely stamp out rabies, but there are other diseases even more important to suppress than the comparatively rare hydrocephalus.

If every one could see cases of rabid disease people might be more careful, but the net is thrown so wide it is more willing to take the risk than to take the trouble, and while we oppose the teaching of sex hygiene in schools and insist on the causes of consumption in our midst it is far easier to worry overmuch about a few hundred cases of rabies among several million people.

Let citizens have access to information on all subjects which concern their welfare, and if they still do not correct their practice it is a sure sign that the majority, by whom we submit to being ruled, prefers things as they are. We can get on with far less enforced authority.

Let us have our lives as we want them; written laws on matters of this kind do as much harm as good, even when it is possible to enforce them. No one wants a second mother-in-law.

STEPHEN HAWES.

New York, Nov. 12, 1914.

Mrs. —

METEOROLOGICAL METEORALITY.

Speaking of weather: You're all-fired bumfum.

Down on the Isthmus it ALWAYS is in scruples.

ANNA, C. Z.

WEMBY.

Except when it rains.

which is every day.

I am Writing to you asking you do you publish Story Books and if you do please Write me at once as I have Written a Book of my own and am ready to have it published and if you do not Publish love Stories please give me Some firms address that do this work.

Yours rec.

Mrs. —

THE COMPLETE LETTER WRITER.

BECAUSE I AM A WORKER.

dear Sir

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Mrs. —

THE CONNING TOWER

Strange, Is It Not?

When we are hurried, and would go To see—we're going now—a show,

We scan, with mingled fear and hope, The mail to find some lyric dope;

And when we wish—as now the case— To get away from this here place,

And carefully, if quickly, comb The mail to find a leading poem,

There's never one possessing power To make us cry: "That leads the Tower!"

And when—as happens oftentimes— Our hand itself has written rhymes

To publish at the column's top (Using our fast one, with the hop);

At such a time, again we say, No whim requiring any lay,

We've seldom known the thing to fail,

When, then, we double-o the mail,

We find—and that's what makes it tough— The same old lack of snappy stuff.

A doctor, just from service at the front, has been talking to Herbert Corey, who quotes him in the Globe. "I have been waiting," he says, "on better men than I am. I did not know that such men lived."

Medical modesty.

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THE CONNING TOWER

November 14—Up, and by omnibus to the station; and my wife did forget to take her muff; and we did upbraid me therefore, saying I should have gone back to get it, albeit we should have missed the train thereby; and carried with her an injured air, poor wretch, all the morning. To Princeton, and saw the Yale team defeat the Princeton boys; and sat beside Mr. Will Hanna the scrivener; which I enjoyed doing. To the city again by train; and I did come upon two empty seats, and made as to take one of them, but a man said, Nay, I am holding these seats for two gentlemen. So I stood beside the seats for above an hour, but the man said nought. I doubted such thoughtless selfishness could be. Yet was the man a graduate of one of these great democratic schools; and would, I dare say, prate glibly of Fair Play and suchlike.

15.—To the country, but the rain so fierce that I could not play at tennis; so I did essay a game of squash; but it was the first time ever I saw a court, and could do little. Then D. Gibbons and I did sing many songs, like Mr. Harry's "Cast Aside" and "She's More to Be Pitied than Censured"; and he hath a better voice than mine, but I recall more words. To the office, and hastened to do my stint, but the Linotype machine did break down; and I did have to wait until the repair-man came back from his supper. So home, where I did find a great crowd of friends, all making merry; and I was so astonished I could not say aught; but sat like a great zany. But later I made merry also.

16.—Lay late; and to the office, where I remained until eight o'clock; thence to the playhouse to see Clayton Hamilton's play, "The Big Idea," forasmuch as he was assisted in the writing of it by A. Thomas the poolplayer.

THE DIARY OF OUR OWN SAMUEL PEPYS.

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